

Last Received: 08/15/2012 12:21 PM  
Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.	Agency ( ) MENTZER MEDIA	Rep Firm
Advertiser ( ) AM.FOR PROSPERITY	600 FAIRMONT AVE, S#306	Sales Office ( ) PHILADELPHIA
Product AMER. FOR PROSPERITY	TOWSON, MD 21286	Salesperson ( ) ANJIE BRADY
Estimate# 303	Agency C/P1/P2/E //303	
Buyer STEPHANIE KOHLBAUER	Flight Dates 08/15/2012 - 08/21/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

## --- CONTRACT COMMENT ---

CLIENT: AMERICANS FOR PROSPERITY SC=\*

## --- REMARKS ---

VER 3 ISSUED TO CXL SPOTS PER AGY/CLIENT REQ  
LN'S 6, 14, 16 & 25; ADD LN'S 27-31 TO SKED  
REVISED CONTRACT TOTAL IS \$45,500  
PLS CONFIRM ASAP  
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	*6	W-F	11P-1135P	Buyline Comment: LATE NEWS CXL 2X PER AGY/CLIENT REQUEST	:30	\$1,800.00	08/15-08/17	3	1	3	\$5,400.00	
				Sales Remark: V3 CXL 2X PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*14	SU	6A-7A	Buyline Comment: SUNDAY EARLY AM NEWS CXL PER AGY/CLIENT REQUEST	:30	\$400.00	08/19-08/19	0	0	0	\$0.00	
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*16	SU	8A-9A	Buyline Comment: SUNDAY TODAY SHOW CXL PER AGY/CLIENT REQUEST	:30	\$1,200.00	08/19-08/19	0	0	0	\$0.00	
				Sales Remark: V3 CXL PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								
	*25	M-TU	11P-1135P	Buyline Comment: LATE NEWS CXL 2X PER AGY/CLIENT REQUEST	:30	\$1,800.00	08/20-08/21	2	1	2	\$3,600.00	
				Sales Remark: V3 CXL 2X PER AGY/CLIENT REQUEST								
				V3 More than 2 codes changed								

Station WAVY-TV NORFOLK, VA. Agency ( ) MENTZER MEDIA Rep Firm  
 Advertiser ( ) AM.FOR PROSPERITY 600 FAIRMONT AVE, S#306 Sales Office ( ) PHILADELPHIA  
 Product AMER. FOR PROSPERITY TOWSON, MD 21286 Salesperson ( ) ANJIE BRADY  
 Estimate# 303 Agency C/P1/P2/E //303 Salesperson Phone# 215-567-6005  
 Buyer STEPHANIE KOHLBAUER Flight Dates 08/15/2012 - 08/21/2012 Salesperson FAX# 215-567-5938  
 Phone# Hiatus Weeks  
 Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*27	TH-F	9A-10A	Today Show 2	:30	\$500.00	08/16-08/17	2	1	2	\$1,000.00	
				Buyline Comment: TODAY SHOW 2								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*28	TH-F	1135P-1235A	Tonight Show	:30	\$400.00	08/16-08/17	2	1	2	\$800.00	
				Buyline Comment: TONIGHT SHOW								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*29	SA	7P-8P	Entertainment This Week	:30	\$300.00	08/18-08/18	1	1	1	\$300.00	
				Buyline Comment: ENTERTAINMENT THIS WEEK								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*30	M-TU	9A-10A	Today Show 2	:30	\$500.00	08/20-08/21	2	1	2	\$1,000.00	
				Buyline Comment: TODAY SHOW 2								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								
	*31	M-TU	1135P-1235A	Tonight Show	:30	\$400.00	08/20-08/21	2	1	2	\$800.00	
				Buyline Comment: TONIGHT SHOW								
				ADD TO SKED								
				Sales Remark: V3 ADD TO SKED								
				V3 Added								

---REPORT TOTALS---

Report Totals: 14 / \$12,900.00

EC'd Yes Last Received: 08/15/2012 12:21 PM Showing Buylines: All Rep & Sta Revised Lines

Station WAVY-TV NORFOLK, VA.  
Advertiser ( ) AM.FOR PROSPERITY  
Product AMER. FOR PROSPERITY  
Estimate# 303  
Buyer STEPHANIE KOHLBAUER  
Phone#  
Fax#

Agency ( ) MENTZER MEDIA  
600 FAIRMONT AVE, S#306  
TOWSON, MD 21286  
Agency C/P1/P2/E //303  
Flight Dates 08/15/2012 - 08/21/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

---SALES MONTHLY TOTALS---

Aug 12: 70 / \$45,500.00  
Sales Totals: 70 / \$45,500.00  
Station Totals: 70 / \$45,500.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$130,000	CATV 0%	WAVY 35%	WGNT 0%	WPXV 0%	WTKR 22%
		WTVZ 0%	WVBT 5%	WVEC 38%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12  
Demos RA50+

--- CREDIT RISK ---

CASH IN ADVANCE